



An Analytical Study on Marketing of Banking Services With Reference To Chennai City

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ABSTRACT

In this modern world, it is very essential for each and every individual to have a bank account with the intention to save money and deposit the money in the bank to safeguard it. Banks are not only the place for accepting various kinds of deposits and lending various kinds of loans but also providing various services which is related to banking and those services were provided to their customers. Customers engaged in banking were expecting various banking services which reduce their works and efforts and make the banking process simple. It makes the customer to feel comfort. This study mainly focuses on the marketing of banking services to the customers of selected banks like Indian Bank, Indian Overseas bank and State Bank of India. The main objective of this study is to know the various components of the service delivery system of these selected banks and also to analyze the satisfaction level of the sample customers of the selected branches on the effectiveness of banking services. This study involves both the collection of Primary data and Secondary data. Collection of Primary data through a well structured questionnaire and the collection of secondary data through previous research papers and websites. For analysis, statistical tools like Frequency analysis and ANOVA were used.

Keywords: Marketing, Banking services, Service Delivery, Efficiency & Effectiveness.

Received 08 August, 2023; Revised 20 August, 2023; Accepted 23 August, 2023 © The author(s) 2023. Published with open access at www.questjournals.org

I. INTRODUCTION

Banking is an industry that handles cash, credit, and other financial transactions. Banks provide a Safe place to Store extra cash and credit. They offer savings accounts, Certificates of Deposit, and checking accounts. Banks use these deposits to make loans. These loans include home mortgages, business loans, and car loans. A Bank is a financial institution licensed to receive deposits and make loans. Two of the most common types of banks are commercial/retail and investment banks. Depending on type, a bank may also provide various financial services ranging from providing safe deposit boxes and currency exchange to retirement and wealth management.

Banking Service means any banking transaction, service or product provided by the Bank on the basis of a uniform banking license in accordance with EU law, including, but not limited to: (a) the opening, maintaining and closing of the Customer's bank accounts, (b) the provision of credit facilities and other banking products and services to the Customer (including, for example, documentary payments, securities dealing, investment advisory, broker, agency, custodian, clearing or technology procuring services), processing applications, ancillary credit assessment and product eligibility assessment, and (c) the maintenance of the Bank's overall relationship with the Customer, including marketing or promoting financial services or related products to the Customer, market research, insurance, audit and administrative purposes. Following are the few services which bank provides

- Advancements of loans
- Cheque payments

- Discounting on bills of exchange
- Collecting and paying the credit instruments
- Guarantee by banks
- Consultancy
- Credit cards
- Funds remittance
- Debit cards

This study on marketing banking services is targeting and also mainly focuses to find out the strategies which are used to marketing their banking products. At the same time, this study also aims to show the components of service delivery system as well the satisfaction of the customers on their banking services provided by their bankers

STATEMENT OF THE PROBLEM

Banking services are very common to all kinds of people. It is necessary to know that the banking services were delivered equally in the hands of both the rich and the poor. And also it is necessary to know the banking services were effectively available in rural as like as in the urban. Hence, the current study attempts a small level problem in marketing of banking services. The major problems treated for the present study are:

- a) The location advantages of commercial bank in the study area
- d) The evaluation of customers' opinion with regard to the services provided by the commercial banks.

IMPORTANCE OF THE STUDY

It is very significant to know about the engagement of bankers in the development of Indian economy. So the banker should have an idea to execute the bank interest and the fair joining of customers. Hence this study is assigned sue to the satisfaction of customers on the banking services provided by the bank. It is very important to know the magnitude of customers engaged in bank only because of their services.

OBJECTIVES OF THE STUDY

The present study has been conducted with the following objectives

- To study the various components of the service delivery system of banks in the study area.
- To analyze the satisfaction of the sample customers of the select branches on the effectiveness of banking services

SAMPLING METHODS USED

Sampling is a method of selecting sample from a given universe with a view drawn conclusion about the universe. Convenient random sampling is being used in the present study

SAMPLING SIZE

The sample size for the survey conducted is 50 respondents in Chennai City.

DATA COLLECTION METHOD

A well structured questionnaire, designed using the Google forms was used for this study.

REVIEW OF LITERATURE

This chapter deals with the brief review of literature relevant to the study. The reviews given in this study related to the consumers of smart television. To have an elaborate idea of these studies on operational efficiency, a brief review is needed and also an attempt is made to identify the research gap.

Dr.N.V.Krishna Reddy and Dr.M.Sudhir Reddy (2015) focused on the financial product marketing strategies adopted by different private sector commercial banks.

Annu and Vipin Mittal (2018) concluded that all banking organizations and numerous techniques have been executed so as to keep up their customers.

Mirela Bimo (2022) encountered the long queues at the counters, lack of customer time, convenience to perform any action through a smart phone in any country.

LIMITATION OF THE STUDY

- i. Primary data presented in this research was the information provided by the Customers of Indian Bank, Indian Overseas bank and State Bank of India only.
- ii. Only 50 respondents were selected from different parts of Chennai City.
- iii. Data is collected only from Chennai City.
- iv. Results of this research will be confined with sampling data only.
- v. This study is confined with the data collection during 2023-2024 only and it will not affect the earlier or future researches in this title.

DATA ANALYSIS AND INTERPRETATION

TABLE: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Gender of the customer		
	Frequency	Percentage
Male	24	48
Female	26	52
Total	50	100
Age of the customer		
Up to 25	27	54
26-30	9	18
31-35	5	10
36-40	3	6
41-45	5	10
above 45	1	2
Total	50	100
Education		
SSLC	6	12
HSC	2	4
UG	15	30
PG	18	36
Others	9	18
Total	50	100
Location of the customer		
Rural	8	16
Urban	42	84
Total	50	100
Bank account		
Indian Bank	24	48
Indian Overseas Bank (IOB)	12	24
State Bank of India (SBI)	14	28
Total	50	100
Bank location		
Rural	10	20
Urban	40	80
Total	50	100
Relationship with bank		
Up to 5 yrs	25	50
6-10yrs	12	24
11-15 yrs	7	14
16-20 yrs	2	4
Above 20 yrs	4	8
Total	50	100
Motivate to select the bank		
Friend	7	14
Relative	14	28

Govt. Official	2	4
Own initiative	21	42
Others	6	12
Total	50	100
Type of account		
Saving A/C	49	98
Current A/C	1	2
Total	50	100
Reason		
Nearness	10	20
Quality of service	19	38
Only bank in the area	3	6
Recommended by others	10	20
others	8	16
Total	50	100
Complaint		
Yes	28	56
No	22	44
Total	50	100

Source: Computed value using primary data

ANALYSIS OF VARIANCE

TABLE 2: VARIOUS COMPONENTS OF THE SERVICE DELIVERY SYSTEM OF BANKS

ONE WAY ANOVA						
		Sum of Squares	df	Mean	F	Sig.
Bank cheque book	Male	44.44	5	8.89	5.043	0.0010**
	Female	77.56	44	1.76		
	Total	122.00	49			
Bank Pass book	Male	15.44	5	3.09	3.010	0.0202**
	Female	45.14	44	1.03		
	Total	60.58	49			
Credit and Debit card services	Male	14.54	5	2.91	2.255	0.0654*
	Female	56.74	44	1.29		
	Total	71.28	49			
Demand draft	Male	31.27	5	6.25	3.118	0.0171**
	Female	88.25	44	2.01		
	Total	119.52	49			
Cheque clearing	Male	35.71	5	7.14	3.634	0.0077**
	Female	86.47	44	1.97		
	Total	122.18	49			
Overdraft	Male	37.61	5	7.52	3.217	0.0146**
	Female	102.87	44	2.34		
	Total	140.48	49			
Online bank service	Male	8.86	5	1.77	1.520	0.2033

	Female	51.32	44	1.17		
	Total	60.18	49			
Message and mail services	Male	13.87	5	2.77	2.127	0.0800*
	Female	57.41	44	1.30		
	Total	71.28	49			
Account opening and closing process	Male	10.28	5	2.06	1.420	0.2359
	Female	63.72	44	1.45		
	Total	74.00	49			

Source: Computed value using primary data

Note: *denotes significant at 5% level & **denotes significant at 1% level

Hypothesis: There is no significant difference between the gender of the respondents and the various components of the service delivery system of the banks

The above table portrays the results of the analysis of variance between the gender of the respondents and the various components of the service delivery system of the banks. The p value of the bank cheque and overdraft is greater than or equal to 0.01 and cheque clearing is less than 0.01. Hence it is proved that bank cheque book & overdraft service is statistically insignificant whereas cheque clearing service is significant. The p value of message and mailing service & credit and debit card service is greater than 0.05. Hence it is evidenced that it is statistically insignificant in both the cases.

FINDINGS OF THE STUDY

1. Majority 54% of the respondents are in the age group up to 25 Years.
2. Majority 52% of the respondents are female and 48% of the respondents are male.
3. Majority 36% of the respondents are having PG level education and to the lowest of 4% of the respondents are having HSC level of education.
4. Majority 48% of the respondents having their bank account with Indian Bank and a least of 24% respondents having their account with Indian Overseas Bank.
5. Majority 84% of the respondents are located in urban city likewise 84% of the banks were located in urban city.
6. Majority 50% of the respondents having relationship with the bank up to 5 years.
7. Majority 42% of the respondents are selected the bank with their own initiative and a Majority 98% of respondents having savings account.
8. Majority 38% of the respondents selected the bank for their quality of service and a majority 56% of the respondents are having complaints with the bank.

II. SUGGESTIONS

By evidencing the analysis and from the important findings from this study, it is necessary to suggest the customer to get satisfied with the various banking services provided by their respective banks.

1. Getting suggestion from friends or relative who is an existing customer of the bank before opening a bank account.
2. To compare the service quality of the banks with their working hours and providing proper response to their customer.
3. Get expert advice from social media's about the drawbacks of the selected banks who experienced before.

III. CONCLUSION

This study mainly focuses on the various components of banking services provided to the customer and the satisfaction level of the effective service of the bank. Here in this study both the level of satisfaction and the components of banking services were tested with the percentage analysis. By evidencing the results of percent analysis from both the satisfaction and components of banking services, it is concluded that the majority of the customers engaged on a particular banks are suggested to compare service quality of other bank customer.

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